

School-Based Health Care Week *Healthy and Learning: Back to School 2009*

THE VIDEO: WHAT TO FILM, WHAT TO CONSIDER

THE CAMERA:

- This video does not need to be a professional-looking “movie.” It can be shot using your cell phone, digital camera with recording capabilities, one time use camera, etc. In fact, the “home video” can be more effective than a professionally produced video because of its authenticity.
- You will need to download your video onto your computer and send it via email or post it online.
 - You might want to check with your local camera store (e.g., Ritz Camera) to see if they can download your video from your device onto a CD or DVD that you can use to transfer the file from your computer to a website or send in an e-mail.

THE MOVIE: Keep it short (less than 10 minutes), simple, and concise.

- Think about what you would show your Member of Congress if s/he came to your center for a visit and only had **10 minutes or less** to spend. What are the highlights of your center?
- Plan the tour before you begin taping – give all video participants a sample outline, such as:
 - Introduction of self and SBHC.
 - Tour the center from the perspective of a patient: show the location of the SBHC in the school, walk through the exam rooms, try to capture the character of the clinic by showing the information/pamphlets that are available, the people who run the clinic, etc.
 - Conduct staff interviews IF using camera with good sound quality. Do a test run to find out if your camera will capture the sound of someone other than the one holding the device. But remember, interviews can be time consuming. Decide how you want to use this precious time.
- Issues to consider:
 - Privacy: Do you need consent to tape students in the center? If so, tape before or after school hours to avoid taping students or be sure to get consent. See NASBHC’s photography/video release permission form (available on the Virtual Tour web page).
 - Lighting: Make sure that what you are taping can be seen!

UPLOADING THE FINAL PRODUCT:

- The Congressional staffer needs a simple link to the video so s/he can see it while you are on the phone with them. Be sure you test the link before sending it.
- Options for linking to the video: Can you download it to a computer and send it in an email? Can you post it on a personal or parent organization website or a Facebook page? Will your SBHC and its sponsor allow you to post the video on youtube.com?
- If possible, consider sending the staffer a CD/DVD of the video as well. That way, there is a back-up plan, in case the web fails for some reason.